

# National Cannery Association

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Information  
Letter



For N. C. A.  
Members

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## Statistics on Food Consumption.

The United States Department of Labor has issued a bulletin of 465 pages giving the detailed statistics on cost of living collected by the Bureau of Labor Statistics in its study of 12,000 workmen's families. This bulletin contains the figures on consumption of canned foods referred to in an earlier Membership Letter, and also gives separate statistics for the North Atlantic, South Atlantic, North Central, South Central, and Western States. The bulletin (No. 357) can be purchased from the Superintendent of Documents, Government Printing Office, Washington, for 45 cents.

The Department of Agriculture has issued a pamphlet (Department Circular 241) dealing with food animals and meat consumption in the United States, bringing up to date the figures first published in 1922. According to this circular the total quantity of meat consumed year by year has shown, as a rule, only a limited variation; but the steadily increasing population brought a considerable decline in per capita consumption between 1907 and 1921. In 1922 and 1923, the per capita consumption increased, the gain in the latter year being due chiefly to the use of large supplies of pork.

## Cuban Market for Canned Foods.

Cuban imports of canned fruits and vegetables are chiefly of American origin, according to the Bureau of Foreign and Domestic Commerce, but European competition in these lines exists. Among the most important canned vegetables imported from Europe are petits pois in small quarter cans from France. There is also a moderate importation of the same product from Spain, where as good petits pois are produced as in France. Spanish tomatoes have a good market also in Cuba, in quarter-, one-, two-, and three-pound cans. One commission merchant in Havana has endeavored to have his manufacturers in the United States utilize the Spanish labels and imitate Spanish tomatoes. This same importer is also attempting to get American canners to put up petits pois in containers similar to the French. English preserves, especially jams

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of a few widely known brands, are imported in considerable quantities. A large percentage of English jams is imported in jars. Spanish sardines have a wide acceptance in the Cuban market as have also Norwegian sardines. The Spanish "bonito", which resembles our tuna fish, is also exported to Cuba in cans.

### Tomato Outlook in Maryland.

Dr. T. B. Symons, director of extension, University of Maryland, has made a survey of the State and reports the results in a special bulletin, dated Wednesday, August 20. This statement and estimate are based upon his personal observations during a recent visit to the large tomato-growing regions of the State. The report says in part:

"It is believed that the total yield of canning-house tomatoes will be approximately 50 per cent of last year's crop.

"While a larger acreage planted to tomatoes this year was early indicated, adverse weather conditions have reduced the yielding acreage to about 38,000 acres, which is about equivalent to that of 1922.

"It is doubtful if there will be greater than an average yield of two and one-half tons per acre, although some fields would indicate a yield of seven or eight tons."

### Exports of Canned Foods.

The Bureau of Foreign and Domestic Commerce has issued the following statistics on exports of canned foods during July and the seven months ending with July:

	MONTH OF JULY		7 MONTHS ENDED JULY	
	1923	1924	1923	1924
Total canned meats.....lbs.	1,216,437	909,636	9,907,333	10,474,247
\$	429,102	286,753	3,328,415	2,920,152
Total canned vegetables.....lbs.	3,644,653	3,991,528	23,755,237	27,433,458
\$	477,543	490,928	2,675,300	3,105,680
Total canned fruits....lbs.	5,234,682	9,073,890	62,794,345	84,969,666
\$	542,438	946,517	6,507,353	8,100,971
Beef, canned.....lbs.	174,455	64,706	1,226,132	927,808
\$	60,705	14,523	357,581	206,047
Sausage, canned.....lbs.	194,970	212,425	1,743,214	2,176,386
\$	53,530	59,287	438,570	613,036
Milk, condensed.....lbs.	4,383,274	4,818,994	30,550,202	40,719,597
sweetened..... \$	621,480	687,063	4,440,481	5,895,987
Milk, evaporated.....lbs.	6,186,145	8,782,253	68,519,199	80,729,913
unsweetened..... \$	625,804	749,497	6,680,851	7,379,066
Salmon, canned.....lbs.	2,815,140	4,048,444	29,310,432	30,019,866
\$	452,921	558,586	4,630,876	4,053,854
Sardines, canned.....lbs.	2,544,850	1,188,564	20,381,117	30,121,861
\$	224,072	107,296	1,751,403	2,515,690
Apricots, canned.....lbs.	1,122,965	2,888,253	14,931,856	17,502,145
\$	85,290	240,377	1,272,166	1,312,399
Peaches, canned.....lbs.	803,646	579,442	17,468,873	27,374,465
\$	76,433	59,175	1,611,265	2,387,324

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	MONTH OF JULY		7 MONTHS ENDED JULY	
	1923	1924	1923	1924
Pears, canned.....lbs.	623,090	140,585	15,943,785	13,338,525
\$	70,524	15,389	1,895,332	1,413,218
Pineapples, canned.....lbs.	1,872,608	1,774,264	4,928,024	12,653,474
\$	205,775	221,477	535,632	1,555,131

### A New Angle on Canned Foods Week.

"Does not the 1924 Canned Foods Week, November 8 - 15, offer an excellent opportunity for the aggressive and thinking wholesale grocer to accomplish a more general distribution of the responsibilities, as well as the benefits flowing from the custom of buying canned foods' futures?" asks Secretary Toulme of the National Wholesale Grocers Association in a recent circular letter. He answers the question in the affirmative.

After pointing out that wholesale grocers are overwhelmingly committed to the policy of buying futures, and that this contributes to the financing of the pack and the stabilizing of production, Secretary Toulme states that it is generally agreed that in too many instances the wholesale grocer has permitted himself to be burdened with far too large a part of the burden of future buying, while he gets only a part of the benefit. He then goes on to say:

"The opportunity for dividing the responsibilities as well as the benefits of future buying is at hand. Canned Foods Week will be held in the Fall this year--the time of deliveries of futures to distributors and the time of heaviest consumption; the time when the housewife instinctively thinks of storing and stocking up for the long winter. It is most timely and fortunate that the annual educational and sales effort to extend and further popularize canned foods dovetails, in point of time, with this campaign of the National Wholesale Grocers' Association to "Keep the Futures Out of the Cellar". It is an effort to move canned goods from the stocks of the wholesaler and retailer to the pantry shelves of the consumers. Furthermore, it is inevitable that not only will the distribution of canned foods be accelerated, the burden of the distributors lessened, but that the consumption of canned foods will be increased, with a constant and steady supply at hand in the consumers' pantries."

### British Malaya Pineapple Industry and Trade.

There are some fifteen canneries in Singapore, according to a report issued by the Bureau of Foreign and Domestic Commerce, owned and operated exclusively by the Chinese. Pineapples are shipped in from different parts of British Malaya as well as from the Dutch East Indies for canning in Singapore, and the bulk of the foreign shipments are made through that port. Two packs a year are made: the winter pack, which extends from November to February, and the summer pack, which begins in April and lasts through July. The 1923-24 pack, it has been estimated, totalled in all, 825,000 cases, of which 550,000 comprised the summer pack. Exports from Malaya are steadily increasing. The United Kingdom is the chief market, smaller quantities going to New Zealand, Denmark and Canada, and some to the United States.

Comparison of canned pineapple exports from British Malaya and the United States for the first four months of 1924 shows the total American shipments as 9,000,000 pounds against 30,000,000 pounds shipped from the British possession. The total



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1922 shipments from the United States were 23,000,000 pounds, and from British Malaya 42,000,000 pounds. In 1923, the difference was even greater--17,000,000 pounds from the United States and 53,000,000 pounds from Malaya. Although the United Kingdom was America's best customer in 1922, her purchases from the United States represented only a small percentage of her total pineapple imports. In 1923, America's exports to the United Kingdom fell off considerably, and that country dropped to second place among our customers for canned pineapple, while the British Malayan shipments to the United Kingdom increased. Figures for the first four months of the current year, however, give promise that the British Isles will again be our best customer, our exports for that period having been 3,000,000 pounds. Those from Malaya to the United Kingdom for the same period were 25,000,000 pounds. The Singapore pineapple is, as a general thing, inferior to the American product, sells for considerably less, and unless improvements are made in methods of cultivation and packing, should not offer serious competition in quality markets.

#### Charges Unfair Competition.

The Federal Trade Commission has issued a formal complaint of unfair competition against a wholesale grocers association in Texas, alleging that the association and its members have entered into a combination to obstruct and prevent sales in their territory by a manufacturing firm which has adopted the practice of selling at equal prices to all buyers of equal quantities, whether these buyers are wholesalers or retailers. Various methods, the complaint states, have been used to force the manufacturing company to sell to the wholesale trade only, and the Commission holds that the effect of these is to suppress competition and restrict the natural flow of commerce in the company's products.

#### An Aid to Canned Foods Week Campaign.

"The Progressive Grocer", in its September issue, announces that its October number will contain a comprehensive article covering all details for a Fall Canned Foods sale, and that this article will tell, in A B C order, the various steps to make such a sale a success. The article will be accompanied by suggestions for window trims, displays and advertising copy.

In connection with this announcement "The Progressive Grocer" reproduces a number of letters from merchants who conducted canned foods sales last Fall, showing that enthusiastic effort on the part of the retail grocer has brought large returns in the form of new business.

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